

### Summary Information

Module Code	4610TECYPC
Formal Module Title	The Global Marketplace
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

### Learning Methods

Learning Method Type	Hours
Lecture	24
Tutorial	18
Workshop	24

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

Aims	To provide students with an ability to understand the importance of the economic environment in which firms and financial institutions operate. To enable students to consider the consequences of economic policy decisions on business.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Explain the macro-economy and the main objectives of macroeconomic policy
MLO2	2	Describe how markets work and the conditions that lead to market failure
MLO3	3	Recognise the importance of elasticity and explain how competition between firms impact business behaviour
MLO4	4	Identify the main drivers of globalisation for business organisations and how international institutions shape and regulate the economy
MLO5	5	Describe the key concepts and theories of international business in the context of real-life cases

## Module Content

Outline Syllabus	Macroeconomic policy objectives Economic growth: what it is, why it matters, policy alternatives Unemployment: what it is, why it matters, policy alternatives Inflation: what it is, why it matters, policy alternatives International trade and exchange rate systems The nature of markets and the importance of prices Elasticity Introduction to international business: globalisation and the international business environment. General frameworks in international business: why firms become MNEs. Innovation and competitiveness of MNEs. The politics of international business: international institutions and regional Integration. International culture: understanding cross-cultural management
Module Overview	
Additional Information	This module has been designed to introduce students to economics and the focal point of the module is to demonstrate the importance of economics for business. Guest speakers from multinational companies and international institutions will be invited, thus allowing students to hear about their first-hand experience of international business.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report writing	50	0	MLO1, MLO2, MLO3, MLO4, MLO5
Exam	Examination	50	2	MLO2, MLO3, MLO4

## Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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